

DATE: September 22, 2009

TO: City Council and Redevelopment Agency Board Members

FROM: Redevelopment Director

SUBJECT: Authorization to Negotiate and Execute a Professional Services Agreement with Townsend Public Affairs, Inc., and Appropriation of Funds to Assist in Securing State and Federal Funding for Redevelopment Activities, Housing, and Public Facilities

RECOMMENDATION:

That the City Council and Redevelopment Agency Board adopts the attached resolutions authorizing the Executive Director to negotiate and execute a professional services agreement with Townsend Public Affairs, Inc., in an amount not to exceed \$90,000 in order to provide assistance in preparing applications and securing State and Federal Funding for Redevelopment, Affordable Housing, Library, Infrastructure and Transportation-related activities, and appropriating \$22,500 from the Low and Moderate Income Housing Fund for that purpose. Funding for the remaining amount of the contract is available from other City and Agency sources.

BACKGROUND:

The City Manager/Executive Director has received a proposal from Townsend Public Affairs, Inc., to provide services to assist Hayward to identify and secure State and Federal funding for a variety of public improvements and programs, ranging from transportation and infrastructure improvements to public safety, libraries and other cultural programs, to affordable housing. The firm's primary offices are located in Sacramento, with regional offices in Oakland and Irvine, and they have worked with numerous California cities in northern and southern California to secure funding for a variety of public improvements and programs. The Redevelopment Agency recently contracted with Townsend in order to assist with securing \$47 million in State Proposition 1-C funding for the South Hayward BART Transit-Oriented Development. The City/Agency and the Development Team were awarded the maximum grants possible, and as of the end of the fiscal year, the Agency's contract with Townsend was concluded.

DISCUSSION:

Townsend Public Affairs works with public agencies and non-profit entities in the following ways:

- Assists with identifying capital and operating funding needs
- Identifies existing State and Federal funding sources that meet local agency needs, and as necessary to help shape and develop funding programs to meet local needs

- Assists local agencies in securing favored eligibility or priority status for their funding needs
- Assists with preparing and reviewing applications for funding, securing legislative sponsors and funding recommendations, and to advocate for the funding throughout the process
- Works to ensure rapid disbursement of funds, once the funding awards have been made
- Legislative tracking and advocacy

The following are some of the funding sources that Townsend tracks:

- Federal stimulus funding
- Water and Flood Control funding from Propositions 84, 1E and 50 – drinking water, stormwater management, and groundwater contamination reduction or prevention
- Transportation funding from Propositions 1B, 42 and Various State Sources – Safe Routes to Schools funding, Prop. 42 Gas Sales Tax revenues, California Office of Traffic Safety grants for traffic enforcement
- Parks funding from Proposition 84 and Department of Parks and Recreation – local and regional parks, trails programs, habitat conservation, nature education facilities, urban water and energy conservation projects
- Cultural Institutions – including the California Cultural and Historical Endowment
- Affordable Housing programs, including Proposition 1C – emergency housing programs, state multi-family housing programs, supportive and homeless youth, housing-related parks

Townsend's fee for the current year would be a flat fee of \$7,500 per month, for a total of \$90,000. Townsend's services in identifying funding sources would be particularly valuable at this time, and could assist the Redevelopment Agency as well as the City in general, particularly the Public Works Department, and potentially Library /Neighborhood Services, Police, and Fire for safety-related funding.

FISCAL IMPACT:

It is proposed that funding for Townsend's services come from the following four sources, which is roughly proportionate to the benefit that would be gained from their services:

- Redevelopment Agency Fund 451-4416, \$22,500: The Agency has \$150,000 in this account for professional services, including legal fees, appraisals, economists, and other consultants; no further appropriation is necessary.
- Redevelopment Low/Moderate Income Housing Fund 452-4450, \$22,500: Staff recommends that \$22,500 be appropriated from Fund 452 fund balance for this contract. Fund 452 had an FY 2009 year-end balance of approximately \$11 million, and has sufficient unencumbered balance in FY 2010 to sustain this appropriation.
- New Library-Programming/Design Fund 410-6992, \$22,500. This CIP project has sufficient funds for this purpose and of course could benefit from assistance in developing the necessary funds to construct a new library.
- Median Landscaping Improvement Project Fund 413-5193, \$22,500. This CIP project also has sufficient funds for this purpose and was funded by transfers from the Route 238 Trust Fund which can be used for any transportation purpose.

PUBLIC CONTACT

No public discussion of this matter has previously been scheduled.

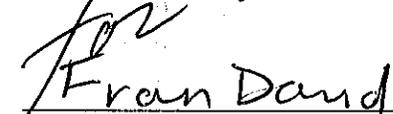
SCHEDULE

If approved, staff will prepare a contract for execution with Townsend Public Affairs, Inc. The timeline for this contract is for a one-year period.

Prepared by:


Maret Bartlett, Redevelopment Director

Recommended by:


Fran David, Assistant City Manager

Approved by:

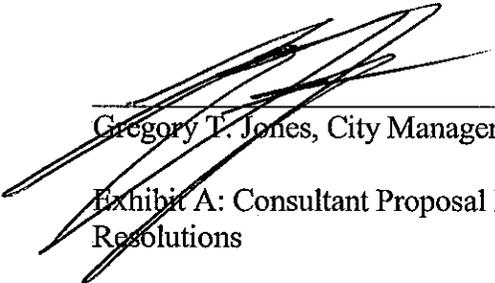

Gregory T. Jones, City Manager

Exhibit A: Consultant Proposal Letter
Resolutions



Proposal for
**Public Sector Funding and
Grant Advocacy Services**
for the



City of Hayward

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INTRODUCTION & ENGAGEMENT

For your consideration, Townsend Public Affairs, Inc. (TPA) has prepared the following memo for the City of Hayward, which includes an overview of our firm and a summary of potential public sector funding opportunities that we believe TPA could secure on behalf of the City. Reflective of the priority projects in the City of Hayward and the most immediately available funding opportunities, we have placed an emphasis on state and federal infrastructure funding programs in this proposal. Be advised the list of funding sources included in this proposal is not all-inclusive and that TPA will likely identify additional opportunities as we become more familiar with the specific needs of the City.

Townsend Public Affairs is a firm committed to helping public agencies and non-profit organizations achieve their funding and legacy project goals. In short, we have the local knowledge, the client-based perspective, and the history of proven results that will ensure success for the City of Hayward. TPA is unique among government relations and advocacy firms for three primary reasons:

1. **We are focused on funding:** We have an unmatched record of accomplishment of securing funding for significant capital projects from local, state, and federal government sources.
2. **We are based in the community:** While we maintain very strong ties to key leaders in Sacramento and Washington, DC via our Capitol offices, we maintain and staff regional offices in the community. With regional offices in Irvine for Southern California, Oakland for Northern California, and Washington D.C., we are engaged daily in the issues and challenges that local government officials face.
3. **We bring specific benefit to our clients and their projects:** We focus on the specific and unique funding and advocacy needs of our clients rather than simply providing another voice in the crowd on broader policy issues which the League of California Cities and other statewide associations focus.

With this combination of funding experience, community presence, and a relentless focus on adding value, we solve problems and help move priority projects from dreams into reality.

Securing public sector funding has been a core competency of Townsend Public Affairs since its inception and is what truly distinguishes TPA from other government relations firms. **TPA has secured over \$617 million in public sector funding for “legacy” capital improvement projects** for various municipalities and local non-profit organizations, including the following prominent projects relevant to needs similar to those of the City of Hayward:

- **\$177 Million** for Proposition 1C Transit Oriented Development and Infill Infrastructure Projects
- **\$51 Million** for surface transportation projects in the cities of Antioch and Placentia
- **\$30 Million** for the Groundwater Replenishment System in Orange County (one-third of the funds available statewide)
- **\$27 Million** for grade separation projects in the cities of Merced and Tulare
- **\$13 Million** for affordable housing projects in the cities of Oakland and Fresno
- **\$13 Million** for six museum, historical renovation and cultural center projects (total secured represents approximately 20% of the funds available statewide)
- **\$10 Million** for three parks, recreation, and at-risk youth center projects in the cities of Anaheim, Santa Ana, and Placentia

The funding identified above has come from state and federal budget earmarks, discretionary grants awarded by state agencies, as well as competitive grants and low-interest loans.

Our work goes beyond simply lobbying on behalf of our clients to secure funding. We provide the following coordinated services to achieve our clients' strategic public sector funding and policy objectives:

1. Identify strategic capital and operational funding needs.
2. Research and prepare a comprehensive report on the potential public sector funding sources to address the identified funding needs.
3. Proactively pursue and secure favorable eligibility and priority criteria for our clients via legislative and regulatory processes in order to optimize their success with respect to specific grant programs.
4. Where there is no established program or funding stream to meet the needs of our clients, we work to develop a new budget line-item, a new bond proposal, or reallocation of funding from an underutilized program.
5. After helping identify, shape, and develop the funding programs to meet the needs of our clients, we help prepare grant applications or request letters, identify partners and legislative sponsors, and then advocate for funding throughout the entire budget, grant, or other funding process.
6. Finally, and critically, once the funding is secured, we help ensure rapid disbursement that provides the flexibility our clients need to complete the project.

We typically charge an all-inclusive monthly fee for working on the aforementioned opportunities. This includes grant support services for a wide variety of projects, proactive identification of new funding opportunities, diligent process management, and implementation of an advocacy strategy designed to maximize funding. Furthermore, all of our consulting contracts contain a 30-day no-fault termination clause to protect our clients if circumstances change at any time.

TPA has a wealth of experience and expertise with public sector funding advocacy that can work to the benefit of the City of Hayward. In addition to the attached schedule of water, transportation, housing and park funding opportunities, we are providing an overview of the firm, which includes our experience, our relationships, and our results.

As you will see, TPA possesses the skills, experience, and record of accomplishment of tangible outcomes that the City of Hayward needs to achieve its goals.

We would be proud and honored to count the City of Hayward among our portfolio of public agency and non-profit clients, and we look forward to meeting with you soon to continue our discussion about how we can help the City transform its priority projects from concept into reality.

The following pages outline funding opportunities specific to water-related projects, transportation improvements, housing, and parks.

STATE GOVERNMENT FUNDING OPPORTUNITIES

TPA has secured significant funding from numerous state grant programs, infrastructure bond funding, federal earmarks and other sources that have greatly benefited our clients. We have identified the following funding sources from which we would pursue funds for priority projects of the City of Hayward.

Water and Flood Control Related Funding Opportunities from Proposition 84, Proposition 1E and Proposition 50

The Department of Water Resources, State Water Resources Control Board, and the Department of Health Services administer a number of state grant and loan programs. The list below is not inclusive of all the grant and loan opportunities available through the state, but rather those with pending, upcoming, or future deadlines where funding has been appropriated or is expected to be appropriated within the next fiscal year.

<i>Funding Program</i>	<i>Amount</i>	<i>Release of NOFA</i>
Agricultural and Urban Water Use Efficiency Grant \$35.3 Million	Varies	Winter 2009/2010
Integrated Regional Water Management Program (IRWMP) \$1 Billion	Varies based on regional formula	Two-Step Application 1. Regional Acceptance -- April 2009 2. Official call for regional plans & implementation grants Winter 2009
Urban Streams Restoration Grants (Dept. of Water Resources) \$9 Million total	\$1 million/project	TBD
Prevention or Reduction of Contamination of Groundwater that Serves as a Source of Drinking Water (CDPH) \$60 Million	\$1 million/project	TBD
Local Ground Water Assistance (Dept. of Water Resources) Prop 84	\$250,000/project	TBD
Drink Water Treatment and Research Fund	\$5 million/project	TBD
Safe Drinking Water State Revolving Fund Loan Program (CDPH) \$160 million in low-interest loans, negative interest loans, and principal forgiveness loans	\$20 million/project \$30 million per agency	Rolling Applications
Storm water Magement Program (Dept. of Water Resources) – Prop 84 and Prop 1E	TBD	TBD

Transportation Related Funding Opportunities from Proposition 1B, and Various State Agencies

The California Transportation Commission, Caltrans, Business, Transportation and Housing Agency, Department of Finance and the Legislature administer a number of state grant and loan programs. The list below is not inclusive of all the grant and loan opportunities available through the state, but rather those with pending, upcoming, or future deadlines where funding has been appropriated or is expected to be appropriated within the next fiscal year. Some of this funding will be distributed by formula, while other programs are negotiated by the Legislature. Monitoring the competing legislation and ensuring that the City of Hayward is eligible for these funds is an immediate priority and once guidelines have been set, TPA would pursue funding on behalf of the City for priority local transportation projects.

<i>Funding Program</i>	<i>Amount</i>	<i>Release of NOFA</i>
Caltrans: Environmental Enhancement & Mitigation Program \$10 Million	\$350,000/per project	Fall 2009
Proposition 42 Gasoline Sales Tax Revenues \$ 1 Billion	TBD	Quarterly- Contingent on Passage of State Budget
Caltrans: Safe Routes to Schools Program \$46 Million	TBD	Likely Fall 2009
California Communities: Gasoline Tax Bond Program	Determined by Local Agency	Over the Counter
California Office of Traffic Safety: Grants Made Easy for Traffic Enforcement, DUI Enforcement and Vehicle Impoundment	TBD	January 2010

Housing Related Funding Opportunities from Proposition 1C

In 2006, as part of a comprehensive infrastructure bond package, California voters approved Proposition 1C, authorizing \$2.85 billion in bonds to fund various programs to incentivize and develop affordable housing and housing-related infrastructure throughout the state. Townsend Public Affairs participated in the development of the bond measure and its campaign for voter approval; we now participate in the development and implementation of its various funding programs that are administered by the California Department of Housing & Community Development (HCD) via legislation and regulations, with a goal of ensuring that our client projects fit the program requirements.

In addition to our success with the City of Hayward, in securing \$47 million for the South Hayward BART Station Housing program, TPA developed several applications for the last two rounds of the Infill Infrastructure Grant program and Transit Oriented Development program. Our success in these last two rounds totals over \$177 million for 15 projects across the State.

Looking ahead over the next few years, HCD will be disbursing an additional Proposition 1C bond funds over one or more rounds of competitive grants.

<i>Funding Program</i>	<i>Amount</i>	<i>Release of NOFA</i>
Infill Incentive Program \$100-120 Million (returned funds)	\$30 million/project	January 2010
Transit Oriented Development \$80-90 Million (returned funds)	\$17 million/project	January 2010
Housing Related Parks \$200 Million	Formula Grant, amount dependent on the development of affordable housing	Winter 2009
Housing Related Pilot Programs \$100 Million	TBD	TBD

Parks and Resources Related Funding Opportunities from Proposition 84

In November 2006, California voters approved Proposition 84, which authorized the issuance of \$5.388 billion in bonds for safe drinking water, water quality and supply, flood control, waterway and natural resource protection, water pollution and contamination control, state and local park improvements, public access to natural resources, and water conservation efforts. Some of this funding has been allocated by formula, some through existing programs, and most will be spent according to programs and criteria that will be defined by the Governor and Legislature. Over two years after the passage of the bond, there is still significant opportunity to ensure that funds are secured to benefit the City. In the chart below, Townsend Public Affairs outlines the upcoming funding opportunities for parks-related projects. We will provide additional details on each opportunity relevant to the City of Hayward as the implementing legislation and guidelines are established and negotiated.

<i>Funding Program</i>	<i>Amount</i>	<i>Release of NOFA</i>
Local and Regional Parks \$400 Million	\$5 million per project cap	Fall 2009
Nature Education Facilities \$100 Million	TBD	TBD in 2010
Incentives for Conservation in Local Planning \$90 Million	TBD	TBD in 2010
Urban Water & Energy Conservation Projects \$90 Million	TBD	TBD in 2010

Other State Funding Opportunities:

There are numerous grant opportunities for which the City of Hayward may choose to apply. City staff may or may not be familiar with these resources. TPA can assist the City of Hayward in developing, submitting and advocating in support of the grant application. These grant programs include, but are not limited to, the following:

- California Cultural and Historical Endowment
- California State Treasurer's Office: Sustainable Communities Grant and Loan Program
- Department of Parks and Recreation: Habitat Conservation Program
- Department of Parks and Recreation: Land and Water Conservation Fund
- Department of Parks and Recreation: Recreational Trails Program
- Department of Housing and Community Development: Building Equity and Growth in Neighborhoods
- Department of Housing and Community Development: Emergency Housing and Assistance Program Capital Development
- Department of Housing and Community Development: Multifamily Housing Program: General, Supportive and Homeless Youth
- Governor's Office of Homeland Security Grant Program
- California Integrated Waste Management Board: Rubberized Asphalt Concrete Grant Program
- California Integrated Waste Management Board: Tire Derived Product Grant
- California Integrated Waste Management Board: Waste Tire Enforcement Grants Program
- Department of Education: 21st Century Community Learning Centers
- Department of Education: Joint-Use Fund
- Department of Forestry and Fire Protection: An Urban Forest For Every City Grant
- Department of Forestry and Fire Protection: Leaf-It-To-Us Grant
- Department of Forestry and Fire Protection: Urban Forestry: Education Grant
- Department of Forestry and Fire Protection: Urban Forestry: Inventory Grant
- Department of Forestry and Fire Protection: Urban Forestry: Management Plan Grant
- California Office of Traffic Safety: Click it or Ticket it Mini Grants
- California Office of Traffic Safety: Sobriety Checkpoint Mini Grants

As new funding opportunities arise, TPA will inform the City and consult in the development of the optimal strategy to maximize funding for the City.

FEDERAL GOVERNMENT FUNDING OPPORTUNITIES:

Each year, the federal government disburses billions of dollars to fund city-specific projects. There are several different strategies for tapping into funding streams, including the following outlined below: Annual Federal Appropriations, Multi-year Funding Authorizations, Federal Grants, and Economic Stimulus Funds.

Annual Federal Appropriations

Rather than one budget bill, the federal spending process is implemented through multiple appropriations bills, many with funding streams of interest to the City of Hayward. Federal appropriations bills contain programmatic spending allocated to agencies as well as "earmarked" funding for specific projects or initiatives. The insertion of programmatic and earmarked funding is thus heavily controlled by the leadership of the appropriations committee and subcommittees, all of which are chaired by the majority party.

The California delegation is well-positioned to shape how programmatic and earmarked funding is spent because their members are well-represented in leadership and on relevant committees. Some funds that TPA has successfully accessed for earmarked funding for organizations similar to the City of Hayward were included as appropriations in the Transportation, Housing and Urban Development (THUD), Labor, Health and Human Services (LHHS), and Homeland Security (HS) bills. There are additional funds within which earmarks for the City of Hayward could be secured. In the last several federal appropriations cycles, TPA has been very successful and has secured more than eighteen earmarks totaling over \$9 million for our clients.

Specific to the City of Hayward, TPA would recommend submitting a request for the Wastewater Treatment Facility, grade separations, and historic preservation projects in federal appropriations accounts.

Multi-year Federal Funding Authorizations

In addition to annual Appropriations bills, there are also federal water infrastructure dollars available through the 2009 reauthorization of the Water Resources Development Act. Transportation dollars are available through the reauthorization of SAFETEA-LU, currently referred to as MAP 21 (Moving Ahead for Progress in the 21st Century.) TPA has had enormous success in acquiring millions of dollars for transportation infrastructure projects for the Cities of Antioch and Placentia, as well as nonprofits such as the Discovery Science Center.

Federal Grants

In addition to the earmarked funding through the Annual Federal Appropriations process, funding is also appropriated to a myriad of administrative agencies under the executive branch of government for competitive and special initiative grants. TPA has experience identifying grant funding opportunities, consulting in the development of competitive projects or initiatives, advising in the drafting of competitive applications, and in advocating for funding and expedited disbursement of federal funds.

Economic Stimulus Funds

The other opportunity at the Federal level is related to an Economic Stimulus Package targeted at public works and infrastructure related projects that can be under construction within 120-days of being awarded funding. These dollars will largely be funneled through the states through existing funding programs, and the President- elect is strongly urging Congress not to use the Stimulus Package for earmarking projects. Congress is currently putting this package together, which is anticipated to be somewhere between \$750 billion to \$1 trillion, and sent to the President for consideration in early February. The City now faces a historic opportunity to access significant funding, in no small part due to the "green" standards and job creation opportunities of its public works construction projects. TPA is prepared to assist in advocating for these funds at both the State and Federal level, and is also ready to help craft guidelines to establish exactly how the funds will be distributed at the local level.

ADDITIONAL SERVICES:

The opportunities identified above are by no means an exhaustive inventory of the potential sources of funding, nor do they represent the totality of our client service proposal. As a full-service government funding and advocacy firm, as requested, we can engage all our capabilities in service of the City of Hayward, including:

Legislative Tracking and Advocacy

Though the Internet has become a powerful tracking tool, the constant stream of legislation moving through the halls of government can prove difficult to manage without dedicated staffing, constant attention, and a ubiquitous presence in key committee meetings and behind-closed-doors meetings. It is even more challenging to have a true impact on the outcome of legislation without these resources. Through TPA's strategic partners and relationships with key elected officials, we are uniquely positioned to monitor priority legislation, help craft policy positions, and implement tactical strategies to achieve specific results. Whether it is monitoring the unique interests of the City of Hayward related to the budget or transportation, or developing legislation to protect the city's assets, TPA will provide staff with the tools they need to keep the Mayor and City Council fully informed and comfortable that the interests of the City of Hayward are being heard.

Sourcing of Additional Funding Programs

TPA's proactive engagement with city leadership will undoubtedly uncover projects that are well-positioned for funding from sources not discussed above. Our extensive experience, relationships, and continuous engagement with the Governor, legislative leadership, and departmental and agency staff at the federal and state levels of government, provides us with a unique insight into a wide range of grant programs and funding opportunities that are often overlooked and could prove fruitful for the City of Hayward.

Government and Regulatory Consulting and Advocacy

Our expanding team maintains a broad range of skills and experiences in working with a wide variety of local, regional, and multi-jurisdictional agencies, in addition to our work on the federal and state level. These talents can be leveraged on behalf of the City of Hayward to craft broad political and strategic communications strategies, as well as to help resolve specific regulatory issues. As is the case with our grant-related activities, we strive to be a resource on the broadest possible range of initiatives and, as such, become an integral part of your state and federal advocacy team.

PERSPECTIVE ON THE PROCESS

Townsend Public Affairs, Inc. will develop a strategy based upon the following assumptions about the legislative process in general and the budget process in particular that have been proven time and again via our previous experiences and successes with other clients:

State Government Funding

- In order to pass a bill or secure a budget earmark of any real significance at the state government level, the client needs the sponsorship of a member of the state legislature, preferably one whose district represents the client, and ideally at least one each from both the Senate and Assembly.
- For such bills and budget earmarks to survive the state legislative process, the client must enjoy the support, tacit or otherwise, from the chairpersons of the relevant legislative policy and budget committees, as well as the leadership of the majority parties in both the Senate and Assembly.
- Finally, and most importantly, for such bills and budget earmarks to get signed into law in the State of California, the client must have the support of the Governor, especially given the power he aggressively exercises with the line-item veto.

Federal Government Funding

- In order to pass a bill or secure a budget earmark of any real significance at the federal government level, the client needs the sponsorship of a Member of Congress, preferably one whose district represents the client, or at least one Senator.
- For such bills and budget earmarks to survive the federal legislative process, the client must understand that federal budget legislation is decentralized and distributed over thirteen separate appropriation subcommittees that enjoy significant autonomy. Additionally, unlike the Governor of the State of California, the President does not enjoy the line-item veto privilege. Thus, federal budget earmarks are a process driven by the chairs of the appropriations subcommittees, whose support is arguably most critical to the prospects for success for the client.
- Finally, while the executive branch process is different from the legislative process, and the need for a strong meritorious application is critical, in order to secure a discretionary or competitive grant from a state or federal agency, the client must leverage the same set of political allies as outlined above to help support the application.

Our Team: Key Personnel Assigned to the Project

- Christopher Townsend, President
- Liisa Lawson Stark, Senior Associate, State Capitol (Client Manager)
- Jennifer Thompson, Senior Director, Northern California
- Casey Elliott, Senior Legislative Advocate, State Capitol
- Dana DeBeaumont, Director, Washington DC

Our entire service team will be available to work together to develop and implement the public sector funding and grant advocacy plan for the City of Hayward, though the key personnel for this engagement will be Christopher Townsend and the State Capitol Team which includes Jennifer Thompson, Liisa Lawson Stark and Casey Elliott.

- Jennifer Thompson directs the State Capitol Team and manages our clients in the State Capitol. She has staffed elected officials for over 10 years including current members of Congress and the State Senate. Jennifer's policy areas include healthcare, housing, economic development, small business, and human services.
- Liisa Lawson Stark, a Senior Associate and former lobbyist for the League of California Cities, has over 10 years of experience working on local government issues. Her specific areas of expertise relate to transportation, the state budget, public safety, and public works. She is also well-versed on inter-governmental collaboration and stretching resources to fund community projects.
- Casey Elliott, our Senior Legislative Advocate, has over 10 years of experience in drafting bill language and facilitating the passage of legislation. He will be of assistance on legislative tracking and if necessary, bill proposal development.
- Dana DeBeaumont, our Director of Federal Affairs, has more than 20 years of media, public relations and government affairs experience. She is our in-house federal expert and will assist on federal funding opportunities, stimulus funds, as well as legislation.

The Northern and Southern California teams of TPA include Sean Fitzgerald, Heather Dion, Niccolo De Luca, and Jessica O'Hare, who will provide support to the State Capitol Team, offering the following added value:

- With his strong Republican relationships and extensive background in press and communication strategies, Sean Fitzgerald consults with the entire team regarding outreach to key Republican legislators and press strategies supportive of the district's strategic public sector funding agenda. Sean's key policy areas include water, transportation, higher education, air quality, and public utilities.
- Heather Dion, as a former employee of the League of California Cities, brings a wealth of knowledge on local government issues including municipal law and finance. Heather's policy areas of expertise include water, local government, and federal earmarks.
- Jessica O'Hare is a Senior Associate in the Southern California office and has extensive experience working on transportation and congestion management issues in serving as Deputy Chief of Staff to an Orange County Supervisor for five years.
- Niccolo De Luca is a Senior Associate in the Northern California office and has 10 years of significant municipal government experience. He provides a unique perspective on local government issues, having served as the Deputy City Administrator and Assistant Public Works Director in the City of Oakland.

TPA Client Service Team



Christopher Townsend established Townsend Public Affairs, Inc. in September of 1998 and serves as its President. Christopher's issues of interest include transportation and water infrastructure, education, arts and culture, parks, community resources, non-profit organizations, and local government. Previously, Christopher served as Senior Director of Government & Community Affairs for Taco Bell Corp, supervising all legislative and regulatory matters that affected Taco Bell at the federal, state and local levels of government, including: labor, employee benefits, food safety, franchising, immigration, and taxes. Christopher serves on the Board of Directors of the Democratic Foundation of Orange County and the Orange County Public Affairs Association. He received his BA in Political Science from Claremont McKenna College and his Masters in Public Administration from the JFK School of Government at Harvard University.



Sean Fitzgerald, Senior Director, brings the experience of over 15 years of service in government and non-profit management throughout Orange and Los Angeles Counties, including the last six years with TPA. A graduate of the University of California, Irvine, Sean began his career with Senator Marian Bergeson and worked with three different Chambers of Commerce in executive management, government relations and economic development roles, as well as serving as Director of Communications for Los Angeles Councilwoman Janice Hahn. In his current role, Sean provides strategic consulting services to a wide variety of TPA clients, with a particular emphasis on local government, strategic and crisis communications, and water and wastewater infrastructure.



Jennifer Thompson, Senior Director, provides a full-time presence in the State Capitol. Jennifer manages the majority of the company's housing and economic development projects. Prior to joining TPA, Jennifer worked on public policy issues at the local, state, and federal levels of government, serving as a Senior District Aide to Congresswoman Barbara Lee and as Senior Field Representative for California Senator Ellen Corbett. Jennifer is actively involved in promoting women's leadership and is a member of the National Women's Political Caucus, the League of Women Voters and the CA State Democratic Party. Jennifer has a BA in Social Work and a certificate in Women's Studies from Colorado State University and a MSW in Social Welfare Management, Planning and Policy from UC, Berkeley.



Heather Dion, Senior Director, brings a decade of experience in public policy, legislative and government affairs with local governments throughout California. Heather's experience includes working for the Nevada State Legislature, the League of California Cities, the Orange County Water District, and MuniFinancial. Her experience with these organizations ranges from overseeing state and federal legislative affair programs, local government finance including Proposition 218, water infrastructure and water management policy issues, and infrastructure financing. A native of Nevada, Heather received a BA from the University of Nevada Reno and a Master of Public Administration from California State Long Beach.



Casey Elliott, Senior Legislative Advocate, builds on our strong Sacramento presence, adding extensive legislative experience to compliment our unparalleled public sector funding advocacy expertise. He brings to this position nearly a decade of Capitol experience having worked on legislation for the legislative and executive branches, as well as for a constitutional officer. Most recently, Casey served as a Legislative Assistant to Assemblymember Tom Umberg, where he served as the consultant to the Assemblymember on education, charter schools, transportation, and environmental issues. Prior to working in the Assembly, Casey served as the Legislative Coordinator for the Secretary of State for both Bruce McPherson and Kevin Shelley. Casey received a BA in Political Science from University of California, Davis.

TPA Client Service Team (cont.)



Jessica O'Hare, Senior Associate, joined TPA in January 2008. Prior to joining TPA, Jessica served as Deputy Chief of Staff to Orange County Supervisor Chris Norby for five years where she focused on transportation issues. Key initiatives she championed include creation of a Performance Audit Function, thorough review of procurement policies at both the County of Orange and the Orange County Transportation Authority, and identifying solutions to the County's traffic congestion issues. Jessica received a BA from Claremont McKenna College in Government-Spanish and is currently completing her MPA at the University of Southern California. She serves as the Appointments Chair for the Women's Transportation Seminar Orange County Chapter.



Niccolo De Luca, Senior Associate, joined TPA's Northern California office in early 2008 and brings to the team over ten years of significant municipal government experience. Previously, Niccolo served as the Deputy City Administrator in the City of Oakland. In this role he was third in charge for overall day-to-day operations of the 7th most populous city in California, working closely with the Mayor, City Council, Police, Fire, Public Works, and Parks and Recreation Departments. Prior to this position, Niccolo was the Assistant Director of the Public Works Agency and took a lead role in drafting, presenting, and getting approval of the \$93 million agency budget. Niccolo is an Oakland native and received a BA in American History from the University of Oregon, Eugene, and completed a one year program at the Universita per Stranieri in Siena, Italy.



Liisa Lawson Stark, Senior Associate, joined TPA's State Capitol office in May 2008 and brings with her extensive experience in transportation, public infrastructure, and public safety policy. Prior to joining TPA, Liisa was a legislative representative for the League of California Cities responsible for the League's transportation, public works, public contracting and public safety legislative programs and policy process. Liisa worked very closely on the implementation of Proposition 1B, developing the implementation guidelines for the Local Streets and Road Program to help expedite expenditure of these monies by cities and counties, and was recognized for securing \$1 billion for cities from the bond. Liisa graduated from California State University, Chico with a BA in Public Relations and a minor in Spanish.



Amanda Fenton, Associate, joined TPA's Northern California office in April 2008 and specializes in finding creative program and capital funding sources for education agencies and charter schools. Prior to joining TPA, Amanda served as an independent campaign consultant for a local school district bond, crafting and executing strategy to secure over seventy percent of the vote. Previously, Amanda was a political affairs assistant for the Consulate General of Canada and was responsible for providing relevant California policy analysis and coordinating advocacy efforts across Northern California. Amanda is a Bay Area native and a graduate of the Alameda Community Learning Center, the first charter school in Alameda, CA. She received a BA in Public Policy from Stanford University and completed undergraduate studies at Oxford University.

Additional Staff

Irvine, CA

Chrysten Davis, Business Manager
Diane Rana, Associate
Ritika Puri, Associate

Sacramento, CA

Spring Packard, Admin. Associate

Oakland, CA

Ada Tso, Admin. Associate

TPA Federal Client Service Team



Dana DeBeaumont, Director of Federal Affairs, joins our United States Capitol office with more than twenty years of media, public relations and government affairs experience to advocacy efforts, including political involvement in Illinois Democratic politics. She is our in-house expert on Federal funding opportunities and finding creative solutions to client resource needs. Dana has successfully worked with virtually every Congressional committee and has secured more than \$85 million in appropriations for various projects. Dana is a graduate of Southern Illinois University with a Bachelor of Arts Degree in Journalism and Political Science, also received a Masters Degree in Public Affairs Reporting from the University of Illinois.



Catherine Townsend, Federal Liaison, at the TPA United States Capitol office. Catherine oversees the federal appropriations process and manages member relations for TPA clients. Catherine brings over 20 years of non-profit management expertise to TPA, including the areas of fundraising, program design, cause-related marketing, branding and special events. Previously, she served as the Associate Director of Share Our Strength, one of the nation's leading organizations working to end childhood hunger. Catherine is an active member of the Capitol Hill community, helping lead a recent public-private initiative to renovate eight public school libraries and the commissioner and coach of the Sports on the Hill girls basketball program. She received her BS in Psychology from Scripps College in Claremont, CA.

Townsend Public Affairs, Inc. – Client Funding Achievements

CLIENT	ACQUISITION TOTALS
Bowers Museum of Cultural Art	\$ 4,250,000
Boys & Girls Club of Harbor City/Harbor Gateway	\$ 75,000
Boys & Girls Club of San Pedro	\$ 443,000
California Association for Microenterprise Opportunity	\$ 249,400
California Space Authority	\$ 150,000
Children's Discovery Museum of San Jose	\$ 1,494,000
Chabot Las Positas Community College District	\$ 114,000
Chabot Space & Science Center	\$ 1,671,000
City of Aliso Viejo	\$ 500,000
City of Anaheim	\$ 8,168,872
City of Antioch	\$ 38,500,000
City of Bakersfield	\$ 10,800,000
City of Brea	\$ 150,300
City of Dinuba	\$ 2,400,000
City of Emeryville	\$ 600,000
City of Fresno	\$ 3,853,453
City of Fullerton	\$ 2,450,861
City of Garden Grove	\$ 2,181,050
City of Glendale	\$ 779,453
City of Hayward	\$ 47,000,000
City of Laguna Niguel	\$ 560,000
City of Lomita	\$ 1,023,810
City of Merced	\$ 15,351,490
City of Mission Viejo	\$ 850,000
City of Oakland	\$ 65,860,206
City of Orange	\$ 200,000
City of Placentia	\$ 76,672,298
City of San Juan Capistrano	\$ 308,400
City of Santa Ana	\$ 8,518,440
City of Tulare	\$ 18,605,500
Craft and Folk Art Museum	\$ 132,000
Dana Adobo Nipomo Amigos	\$ 861,167
Discovery Science Center	\$ 31,291,000
Emery Unified School District	\$ 1,342,000
Emerald Fund	\$ 11,200,000
Envision Schools	\$ 16,022,484

CLIENT	ACQUISITION TOTALS
Father Joe's Villages & Chelsea Investment Corporation	\$ 9,726,624
Friends of Oakland Parks and Recreation	\$ 150,000
Fruitvale Development Corporation	\$ 752,060
Great Parks Corporation	\$ 475,000
Habitot Children's Museum	\$ 249,601
Hawthorne School District	\$ 250,000
Kidspace Children's Museum	\$ 1,990,500
Mexican Museum/EI Museo Mexicano	\$ 2,400,000
Mission San Juan Capistrano Foundation	\$ 984,000
Museum of Latin American Art	\$ 3,605,618
Municipal Water District of Orange County	\$ 2,500,000
Oakland Museum of California	\$ 2,877,000
Oakland School For The Arts - Fox Theater Project	\$ 9,978,435
Oakland Zoo	\$ 350,000
Orange County Clerk Recorder	\$ 150,000
Orange County Educational Arts Academy	\$ 405,000
Orange County High School of the Arts	\$ 50,679,852
Orange County Sanitation District	\$ 250,000
Orange County Water District	\$ 30,000,000
Port of Los Angeles Charter High School	\$ 16,370,234
Pretend City - Children's Museum Of Orange County	\$ 3,600,000
Rancho Santiago Community College District	\$ 16,292,000
San Diego Children's Museum/Museo De Los Ninos	\$ 38,000
Santa Ana Unified School District	\$ 60,210,000
Temescal Telegraph Community Association	\$ 72,489
Tiger Woods Foundation	\$ 5,250,000
Triangle Owners Group	\$ 23,081,360
Women's Economic Ventures	\$ 190,000

Grand Total= \$ 617,506,957

TPA Legislative Accomplishments

ISSUE	DESCRIPTION
AIR QUALITY	TPA sponsored AB1488 (Mendoza, 2007) on behalf of Worldwide Environmental Products. This measure requires the Bureau of Automotive Repair to include light-weight diesel-powered vehicles manufactured after 1997 to be included in the State's smog check program beginning in 2010. TPA worked closely with members of the Legislature, and key officials within the Administration, to ensure that this important measure successfully passed the Legislature and was signed by the Governor.
CHARTER SCHOOL FACILITIES FUNDING	Pioneered early public school choice legislation, specifically assisting several schools in shaping SB 740 (O'Connell, 2001), which created the first state school facility grant program to benefit classroom-based public charter schools. SB740 was ultimately crafted to ensure that not only schools with low-income student populations, but also schools in and benefiting low-income areas, would be eligible for the facility grant reimbursement.
ENERGY	Working closely with assembly representatives and public agencies, TPA crafted AB 2804 (Hayashi, 2008) to provide added flexibility for community colleges participating in the California Solar Initiative for solar panel installation at community college sites.
ENTERPRISE ZONE REGULATIONS	Worked with numerous clients and agencies to ensure the continuation of the Enterprise Zone program which provides tax credit benefits to employers who hire disadvantaged workers. Also, influenced changes to the Enterprise Zone program regulations and lobbied for legislative clarifications.
LOCAL GOVERNMENT	TPA helped draft a measure for the City of Fresno which clarified the complex laws regulating the transfer of the City's water infrastructure to a newly formed special district. TPA also aided the City in moving the measure, SB 558 (Cogdill, 2007), unanimously through the Legislature and secured the Governor's signature of the measure. AB 2001 (Swanson, 2008) allows local governments to establish whistle-blower hotlines and additional provisions to protect their identity.
MILITARY BASE RE-USE	Crafted and ensured the passage of AB 212 (Correa, 2001), a bill that provided the necessary leverage to end an ongoing dispute between concerned local government parties. Led to a \$61 million mutually beneficial settlement between the agencies.
PUBLIC SAFETY	In 2007, TPA helped draft and secure passage through both houses of the state legislature and approval by the Governor of SB 67 (Perata, 2007) to crack down on "sideshow" reckless driving activities.
REDEVELOPMENT REGULATIONS	Successfully secured an amendment to SB 1206 (Kehoe, 2006) to exclude a major redevelopment tool that the City of Oakland needed for two areas it was trying to fuse into one combined Redevelopment Area.
TRANSPORTATION FUNDING	Worked with Senator Torlakson and overcame Caltrans opposition to get City of Antioch routes included in State Transportation Improvement Program. Millions of dollars in funds were reinstated for area highway projects and the Governor presided over the ribbon cutting.
URBAN WATER REGULATIONS	Helped build and manage a coalition of urban water agencies and environmental activists for changes in state water regulation terminology. AB 2528 (Lowenthal, 2003) clarified language relating to emerging contaminants and passed without a single no vote, despite early opposition from the Association of California Water Agencies.
VICTIM PROTECTION	Worked with the City of Oakland to draft and sponsor legislation to protect the rights of victims. AB 499 (Swanson, 2008) creates a pilot project in Alameda County to place sexually exploited minors accused of prostitution offenses into supervised counseling and treatment programs.
WATER DISTRICT ENABLING ACT	TPA worked with the Orange County Water District to modify governing legislation to reflect the dramatic changes that occurred in Orange County in the past 70+ years. AB 2619 (Daucher, 2006) made changes that aligned governing legislation with existing best practices and current state and federal codes.

TPA Client Roster

Current Clients are noted with an asterisk (*)

Government Agencies:		
City of Aliso Viejo* City of Antioch* City of Bakersfield* City of Brea* City of Calexico* City of Chowchilla* City of Citrus Heights* City of Dinuba* City of Emeryville* City of Fresno* City of Fullerton* City of Garden Grove* City of Glendale* City of Hayward* City of Hayward Fire Department*	City of Irvine* City of Laguna Niguel* City of Merced* City of Mission Viejo* City of Oakland* City of Orange* City of Placentia* City of Rocklin* City of San Juan Capistrano* City of Santa Ana* City of Tehachapi* City of Torrance* City of Tulare* County of Orange* Mesa Consolidated Water District*	Municipal Water District of Orange County* Orange County Sanitation District* Orange County Transportation Authority* Orange County Water District* South Coast Water District* Transportation Corridors Authority* Yorba Linda Water District* City of Anaheim City of Buena Park City of Laguna Woods City of Lomita City of Villa Park City of Westminster Orange County Clerk-Recorder Port of Los Angeles
Non-Profit Organizations:		
Bolsa Chica Conservancy* Boys and Girls Club of Huntington Valley* California Association for Microenterprise Opportunity* Chabot Space & Science Center* Children's Discovery Museum of San Jose* Discovery Science Center* Powerhouse Science and Space Center* East Bay Zoological Society (Oakland Zoo)* Friends of Oakland Parks & Recreation* Fruitvale Development Corporation (Unity Council)* Great Park Conservancy* Great Park Corporation* Latino Health Access* Los Angeles County Museum of Art* Museum of Latin American Art* Oakland Museum of California*	Pretend City Children's Museum of Orange County* Recording for the Blind & Dyslexic* St. Vincent De Paul of San Diego* Temescal/Telegraph Community Association* Veterans of Foreign Wars – Department of CA* Women's Economic Ventures* Bolsa Chica Land Trust Bowers Museum of Cultural Art Boys & Girls Clubs of the Los Angeles Harbor Boys & Girls Club of the South Bay Build West Oakland California Commission for Jobs & Economic Growth California Space Authority Centennial Heritage Museum Center for Multicultural Cooperation	Center for Water Education Children's Museum of Los Angeles Conservation Corps Institute Craft & Folk Art Museum Dana Adobe Nipomo Amigos Grand Vision Foundation Habitot Children's Museum I.C. Jobs Kidspace Children's Museum Los Angeles County Fair Association Mexican Museum/El Museo Mexicano Mission San Juan Capistrano Foundation San Diego Children's Museum/Museo de los Niños Tiger Woods Foundation West Company
Public Education:		
Alameda Community Learning Center* Chabot - Las Positas Community College District* Coast Community College District* Emery Unified School District* Envision Schools* Port of Los Angeles Charter High School*	Rancho Santiago Community College District* Umoja Community* Bay Area Coalition for Equitable Schools Hawthorne School District Lighthouse Community Charter School Oakland School for the Arts	Oakland Military Institute Orange County Educational Arts Academy Orange County High School of the Arts San Diego Children's Museum Charter School Santa Ana Unified School District Vista Unified School District
Private Sector:		
Airship Ventures* ATS, Inc.* Barry Swenson Builders* California Capital Group* Chelsea Investment Corporation* Emerald Fund, Inc.* Forest City Enterprises* Fulcrum Properties* Global Tel Link* GovDelivery, Inc.* Gruma Corporation* HMS Host* One Santa Fe, LLC* Rockpointe Corporation*	Triangle Owners Group* Worldwide Environmental Products* Bridgepoint Education Caribou Industries Charter School Partners Colti Foods Corporation Dana Capital Group Delaware North Companies Future Estates, Inc. Get Ahead Learning Granville Homes Great Circle Family Foods/Krispy Kreme Great Park Design Studio Headlands Reserve Hudson News	Jodika Enterprises, Inc. Kinder Morgan MacGillivray Freeman Films Meta Housing Newport Medical Instruments, Inc. Newport Oncology & Healthcare, Inc. Sage Credit Corporation San Miguelito Partners Sanderson J. Ray Development Southern California Edison Strategic Urban Development Alliance Thomas Safran & Associates TALX Corporation YUM! Brands, Inc.

TPA Elected Official Contacts

Federal:	Local:	Orange County:
<p>Senator Barbara Boxer Senator Dianne Feinstein Speaker of the House Nancy Pelosi Congressman Ken Calvert Congressman John Campbell Congressman Dennis Cardoza Congresswoman Lois Capps Congressman Jim Costa Congresswoman Jane Harman Congresswoman Barbara Lee Congressman Jerry Lewis Congressman Jim Oberstar Congresswoman Laura Richardson Congressman Ed Royce Congresswoman Loretta Sanchez Congresswoman Linda Sanchez Congressman Adam Schiff Congresswoman Ellen Tauscher</p>	<p>Alameda County: Alameda County Supervisor Keith Carson Alameda County Supervisor Alice Lai-Bitker Alameda County Supervisor Nate Miley City of Emeryville Mayor Richard Kassiss City of Emeryville Vice Mayor Ken Bukowski City of Emeryville Councilmember Nora Davis City of Emeryville Councilmember Ruth Atkins City of Fremont Vice Mayor Bob Wiecekowski City of Hayward Mayor Michael Sweeney City of Hayward Councilmember Barbara Halliday City of Hayward Councilmember Francisco Zermeno City of Newark Councilmember Ana Apodaca City of Oakland Mayor Ronald V. Dellums City of Oakland Council President Jane Brunner City of Oakland Council Vice-Mayor Ignacio de la Fuente City of Oakland Councilmember Pat Kernighan City of Oakland Councilmember Jean Quan City of Oakland Councilmember Larry Reid City of Oakland Councilmember Rebecca Kaplan City of Oakland Councilmember Nancy Nadel City of Oakland Councilmember Desley Brooks City of San Leandro Councilmember Joyce Starosciak Alameda County Superintendent of Schools Sheila Jordan Alameda County Transit Trustee Ryan "Rocky" Fernandez Bay Area Rapid Transit Director Bob Franklin Peralta Community College District Trustee Abel Guillen</p> <p>Contra Costa County: City of Antioch Mayor Jim Davis</p> <p>Fresno County: City of Fresno Mayor Ashley Swearengin City of Fresno Councilmember Henry Perea Jr. Fresno County Supervisor Henry Perea Sr.</p> <p>Kern County: City of Delano Councilmember Sam Ramirez</p> <p>Los Angeles County: City of Glendale Councilmember Frank Quintero City of Glendale Councilmember Dave Weaver City of Lomita Mayor Pro-Tem Susan Dever City of Lomita Councilmember Don Suminaga City of Lomita Councilmember Barry Waite City of Long Beach Mayor Bob Foster City of Long Beach Councilmember Suja Lowenthal City of Los Angeles Mayor Antonio Villaraigosa City of Los Angeles Attorney Rocky Delgadillo City of Los Angeles Councilmember Wendy Greuel City of Los Angeles Councilmember Janice Hahn</p> <p>Sacramento County: City of Sacramento Councilmember Kevin McCarty</p> <p>San Francisco County: City of San Francisco Mayor Gavin Newsom San Francisco Supervisor Sean Elsbernd San Francisco County Treasurer José Cisneros</p> <p>Santa Clara County: County of Santa Clara Supervisor Ken Yeager</p>	<p>Orange County Supervisor Pat Bates Orange County Supervisor Bill Campbell Orange County Supervisor John Moorlach Orange County Supervisor Janet Nguyen Orange County Supervisor Chris Norby Orange County Clerk-Recorder Tom Daly City of Aliso Viejo Mayor Don Garcia City of Aliso Viejo Mayor Pro Tem Phil Tsunoda City of Aliso Viejo Councilmember William Phillips City of Aliso Viejo Councilmember Carmen Vall-Cave City of Anaheim Mayor Curt Pringle City of Anaheim Councilmember Lori Galloway City of Anaheim Councilmember Bob Hernandez City of Anaheim Councilmember Harry Sidhu City of Buena Park Councilmember Art Brown City of Costa Mesa Councilmember Katrina Foley City of Fountain Valley Councilmember Cheryl Brothers City of Fullerton Mayor Sharon Quirk City of Fullerton Councilmember Richard Jones City of Fullerton Councilmember Pam Keller City of Fullerton Councilmember Shawn Nelson City of Garden Grove Mayor Bill Dalton City of Garden Grove Councilmember Bruce Broadwater City of Garden Grove Councilmember Andrew Do City of Huntington Beach Councilmember Cathy Green City of Huntington Beach Councilmember Jill Hardy City of Irvine Mayor Sukhee Kang City of Irvine Councilmember Larry Agran City of Irvine Councilmember Steven Choi City of Irvine Councilmember Beth Krom City of Irvine Councilmember Christina Shea City of Laguna Niguel Councilmember Gary Capata City of Laguna Niguel Councilmember Paul Glaab City of Mission Viejo Mayor Frank Ury City of Mission Viejo Councilmember Lance MacLean City of Orange Mayor Carolyn Cavecche City of Orange Councilmember Denis Bilodeau City of Orange Councilmember Jon Dumitru City of Orange Councilmember Mark Murphy City of Orange Councilmember Tita Smith City of Rancho Santa Margarita Councilmember Neil Blais City of San Capistrano Mayor Mark Nielsen City of San Capistrano Councilmember Sam Allevato City of Santa Ana Mayor Miguel Pulido City of Santa Ana Councilmember Claudia Alavarez City of Santa Ana Councilmember David Benavides City of Santa Ana Councilmember Carlos Bustamante City of Santa Ana Councilmember Michelle Martinez City of Santa Ana Councilmember Vince Sarmiento City of Santa Ana Councilmember Sal Tinajero City of Tustin Mayor Doug Davert City of Tustin Mayor Pro Tem Jerry Amante</p>
State of California:		
<p>Attorney General Jerry Brown Lieutenant Governor John Garamendi Treasurer Bill Lockyer Controller John Chiang Superintendent of Public Instruction Jack O'Connell Senate President Pro Tem Darrell Steinberg Senator Elaine Alquist Senator Dave Cogdill Senator Ellen Corbett Senator Lou Correa Senator Mark DeSaulnier Senator Loni Hancock Senator Tom Harman Senator Bob Huff Senator Alan Lowenthal Senator Abel Maldonado Senator Jenny Oropeza Senator Mimi Walters Senator Mark Wyland Senator Leland Yee Assembly Speaker Karen Bass Assembly Minority Leader Mike Villines Assemblymember Hector de la Torre Assemblymember Wesley Chesbro Assemblymember Joe Coto, Latino Caucus Chair Assemblymember Chuck DeVore Assemblymember Mike Duvall Assemblymember Nathan Fletcher Assemblymember Felipe Fuentes Assemblymember Cathleen Galgiani Assemblymember Mary Hayashi Assemblymember Jared Huffman Assemblymember Ted Lieu Assemblymember Bonnie Lowenthal Assemblymember Fiona Ma Assemblymember Tony Mendoza Assemblymember John Perez Assemblymember Anthony Portantino Assemblymember Jim Silva Assemblymember Nancy Skinner Assemblymember Jose Solorio Assemblymember Sandre Swanson Assemblymember Tom Torfakson Assemblymember Alberto Torrico Assemblymember Van Tran Assemblymember Mariko Yamada</p>		

TPA Client References

PUBLIC AGENCIES			
Brett Barbre	Board Member, Municipal Water District of Orange County	10500 Ellis Avenue, P.O. Box 20895, Fountain Valley, CA 92728	(714) 396-1350
Bill Cahill	Assistant City Manager, City of Merced	678 West 18 th Street, Merced, CA 95340	(209) 385-6834
Robert P. Ghirelli	Director of Technical Services, Orange County Sanitation District	10844 Ellis Avenue, Post Office Box 8127, Fountain Valley, CA 92708	(714) 993-8117
Jim Jakel	City Manager, City of Antioch	3 rd and "H" Streets, P.O. Box 5007, Antioch, CA 94531	(925) 779-7011
Michael Markus	General Manager, Orange County Water District	18700 Ward Street, P.O. Box 20895, Fountain Valley, CA 92708	(714) 378-3305
Hon. Jerry Patterson	Retired Congressman & Coast Community College District Trustee	9185 Caladium Ave., Fountain Valley, CA 92708	(714) 842-0175
David Ream	City Manager, City of Santa Ana	20 Civic Center Drive, Santa Ana, CA 92702	(714) 647-5200
Georgeanne White	Chief of Staff, City of Fresno	2600 Fresno Street, 2 nd Floor, Fresno, CA 93721	(559) 621-7900
NON-PROFIT ORGANIZATIONS			
Joe Adams	President, Discovery Science Center	1010 North Main Street, Santa Ana, CA 92701	(714) 913-5002
Gilda Gonzales	Chief Executive Officer, Unity Council	3411 East 12th Street, Suite 200, Oakland, CA 94601	(510) 535-6906
PRIVATE SECTOR ENTERPRISES			
James "Walkie" Ray	Partner, Sanderson J Ray Development Chairman Emeritus, Orange County High School of the Arts Foundation	2699 White Road, Suite 150, Irvine, CA 92614	(949) 222-5775
Phillip H. Tagami	Managing General Partner, California Commercial Investments	300 Frank H. Ogawa Plaza, Suite #340, Oakland, CA 94612	(510) 268-8500

COST PROPOSAL

Townsend Public Affairs, Inc. standard monthly fees for state and federal government funding advocacy services for public agencies of similar size to the City of Hayward as well as our proposed monthly fees for the City of Hayward are as follows:

Description of Services	Standard Monthly Fees for Cities	Fee for The City of Hayward
<i>Fees for Targeted Services:</i>		
Federal Government Funding & Grant Advocacy Consulting:	\$5,000/mo.	\$3,750/mo.
State Government Funding & Grant Advocacy Consulting:	\$5,000/mo.	\$3,750/mo.
<i>Fees for Bundled Services:</i>		
Combined State & Federal Funding & Grant Advocacy Consulting:	\$10,000/mo.	\$7,500/mo.

Given our commitment to the mission and vision of the City of Hayward, we are proposing a significant discount of our standard bundled fees for state and federal funding and grant advocacy services.

Given the urgent timing of the various funding opportunities identified, we would propose that this agreement have **an effective date of July 1, 2009 and a term of twelve months to June 31, 2010**, with optional one-year extensions and the opportunity to adjust the fee schedule as the scope of work evolves over time. This amounts to a \$90,000 total annual contract cost for state and federal services combined, a very economical rate for funding and grant advocacy services, and the opportunity for a very good return on your investment given our track record to date.

While the term of our contracts is usually for a minimum of one year, our track record and expectation is to enjoy a productive long-term relationship with our clients. The reasons are twofold: the on-going and long-term nature of capital projects and public sector funding processes, as well as our successful protocol of integrating our organization with our clients to find, develop, and capitalize on new opportunities over time. All that notwithstanding, given our desire to protect the financial interests of the City of Hayward, **our proposed contract contains a 30-day no-fault termination clause.**

DRAFT

HAYWARD CITY COUNCIL

RESOLUTION NO. 09-

Introduced by Council Member _____

me
9/10/09

RESOLUTION AUTHORIZING THE CITY MANAGER TO NEGOTIATE AND EXECUTE A PROFESSIONAL SERVICES AGREEMENT WITH TOWNSEND PUBLIC AFFAIRS, INC., TO ASSIST IN SECURING STATE AND FEDERAL FUNDING FOR REDEVELOPMENT ACTIVITIES, AFFORDABLE HOUSING, AND PUBLIC FACILITIES

BE IT RESOLVED by the City Council of the City of Hayward that the City Manager is hereby authorized and directed to negotiate and execute a professional services agreement with Townsend Public Affairs, Inc., to assist in securing state and federal funding for redevelopment activities, affordable housing, and public facilities, in an amount not to exceed \$90,000, in a form to be approved by the City Attorney.

IN COUNCIL, HAYWARD, CALIFORNIA _____, 2009

ADOPTED BY THE FOLLOWING VOTE:

AYES: COUNCIL MEMBERS:
MAYOR:

NOES: COUNCIL MEMBERS:

ABSTAIN: COUNCIL MEMBERS:

ABSENT: COUNCIL MEMBERS:

ATTEST: _____
City Clerk of the City of Hayward

APPROVED AS TO FORM:

City Attorney

